

CUSTOMER PERCEIVED VALUE PRODUK BERAS PADA UD “SUMBER MURNI” PENGGILINGAN PADI DI PROBOLINGGO

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ABSTRAK

Laporan ini bertujuan untuk menganalisis *Customer Perceived Value* pada produk beras di UD “Sumber Murni” Probolinggo. *Customer Perceived Value* yang tercipta dianalisa melalui perbandingan antara total manfaat yang diterima pelanggan yaitu manfaat produk, manfaat pelayanan, manfaat personel, dan manfaat citra serta total biaya yang dikeluarkan oleh pelanggan yaitu biaya moneter, biaya waktu, biaya energi, dan biaya psikologis.

Laporan Kerja Lapangan disusun dengan cara melakukan praktek kerja lapangan di UD “Sumber Murni” yang terletak di Dusun Kerejan Desa Sentul RT 03 RW 01, Kecamatan Gading, Kraksaan-Probolinggo, Jawa Timur. Praktek kerja lapangan dilakukan selama 2 bulan pada bagian *sales* dan *marketing*. Pengamatan selama melakukan aktivitas kerja lapangan akan digunakan untuk membahas lebih dalam mengenai *Customer Perceived Value* pada produk beras yang tercipta di UD “Sumber Murni”. Namun, seiring dengan berjalannya kerja praktik lapangan, masih ditemukan adanya beberapa aktivitas yang tidak sesuai dengan teori yang menyebabkan adanya permasalahan di dalam perusahaan, sehingga perlu dilakukan perbaikan pada perusahaan.

Kata kunci: *Customer Perceived Value*, UD “Sumber Murni”, *sales*, *marketing*

*CUSTOMER PERCEIVED VALUE OF RICE PRODUCTS IN
UD "SUMBER MURNI" RICE MILLING PROBOLINGGO*

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ABSTRACT

This report aims to analyze the Customer Perceived Value on rice products in UD "Sumber Murni" Probolinggo. The Customer Perceived Value created is analyze through a comparison between the total benefits received by customers, that is product benefits, service benefits, personnel benefits, and image benefits and total cost incurred by customers, that is monetary costs, time cosst, energy costs, and psychological costs.

The internship report prepared by doing field work at UD "Sumber Murni" which is located at Dusun Kerejan Desa Sentul RT 03 RW 01, Kecamatan Gading, Kraksaan-Probolinggo, Jawa Timur. Field work practices are carried out for 2 months in the sales and marketing department. Observation during conducting field work practices will be used to discuss more deeply about Customer Perceived Value on rice products created in UD "Sumber Murni". However, along with the progress of field practice work, ther are still some activities that are not in accordance with the theory that cause problems within the company, so that improvements need to be made to the company.

Keywords: Customer Perceived Value, UD "Sumber Murni", sales, marketing